



*Take this Buyers' Guide off the hook  
occasionally and read these facts*



# PURITY FLOUR

## TALKS TO THE GROCER AND HIS ASSISTANTS

1. Fast moving goods means greater profits. PURITY FLOUR sells well, not only because of its superiority, but because of the Dominion-wide publicity given to it by the Manufacturers.
2. Uniformity in flour is demanded by the housewife. PURITY is milled to the highest standard in Canada. This means uniformity, satisfaction, economy of use, increased trade.
3. PURITY is a profitable flour to handle. It is widely known — moves easily, satisfies the housewife, helps to make sales of other goods in your store.
4. The Housewife asks for PURITY Flour in spite of the fact that it is higher priced than some of the other so-called first patents, because she knows it is a superior product. Why not take full advantage of this knowledge?
5. PURITY Flour brings more and better customers into your store. The housewife willing to pay more for a superior flour will buy superior products in other staples.
6. The housewife wants PURITY Flour. She knows its reputation has been earned in the kitchens of Canada. This good-will embodied in the Purity name will increase your business.

WESTERN CANADA FLOUR MILLS CO., Ltd., "*Millers to the People*"



*Offices:*  
TORONTO, Montreal, Goderich, Ottawa, St. John, N.B., WINNIPEG  
Brandon, Calgary, Edmonton, Vancouver, Victoria, Prince Rupert, Nelson,  
Rossland, New Westminster.

*Mills:*  
Goderich, Winnipeg, Brandon, Calgary, Edmonton, Victoria.

